

UW Social Media Technologies & Implementation Course

Week 6

- **Theme: Social Analytics & Measurement**
- **Around The Space**
- **Minute Paper Updates**
- **Team Time**

November 7th, 2012

Instructor: Blake Cahill @bcahill

Assistant: Derek Belt @derekbelt

Housekeeping

- Photog coming in tonight
- I will be at the Word of Mouth Marketing Conference next Monday to Wednesday morning – follow #WOMMA for some great information
- THERE IS NO CLASS ON 11/21!!!! We have an error on the wiki page! UW is closed that night
- Guest speaker tonight is Karl Baisch from Banyan to speak on Social Analytics

Around the Social Media Space This Week:

Is there anything besides the Election
& Sandy follow up that's noteworthy

Minute Papers Highlights

Since community managers often represent the face of the company it is critical they have an understanding of the products and services offered by their company. If you are a community manager for a software company e.g. and your audience are software developers, you will need to be able to “speak their language” and a lot of your time initially will be invested in establish your “community creds”.

Community managers represent the voice of the people to the company. They must be able to understand and own the customer point of view. It seems a natural evolution, especially if you are interacting with your customers at the magnitude that social media provides.

A Community Manager is like a party host –There’s a lot of planning and work behind the scenes to create a special, personal moment between herself (her brand) and her guests. A great host will spend days preparing and cleaning, checking off her grocery list, cleaning list, music list, then welcome her guests with open arms, pour them a cocktail, tell them where the bathroom is, refill water glasses, play music, talk to Jim about his dog and Sue about her new job, introduce people to each other, share her recipes and then call them a cab to get home. She has created a place where everyone is welcome and comfortable while carving out time for one on one mo

Week 6:

Social Analytics & Measurement

Guest Speaker/Presenter – Karl Baisch

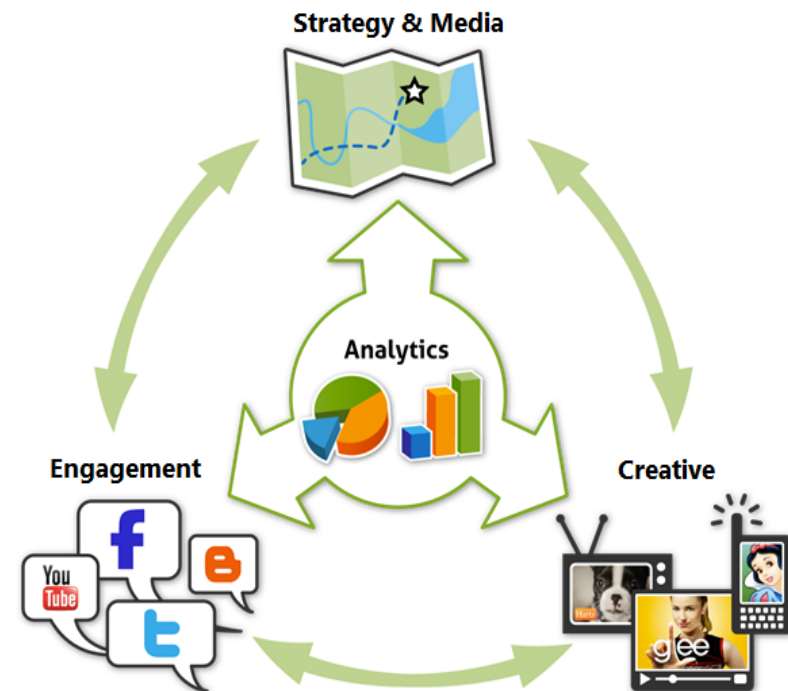
Research & Analytics

- Integrating Social Data
- Social Research
 - How we define and what it provides our clients
 - What We Do
 - Our Approach
- Case Studies
 - Landscape Assessment
 - Audience Analysis
 - Performance Measurement

Integrating Social Data

Clients and programs benefit from data driven decisions

- Begin with insights to better understand your audience including preferences, demographics and behavior
- Incorporate insights into strategy, creative, community development and campaign approach
- Establish program KPIs based on larger business goals – think beyond social
- Test campaign & creative and optimize with data
- Measure campaign performance



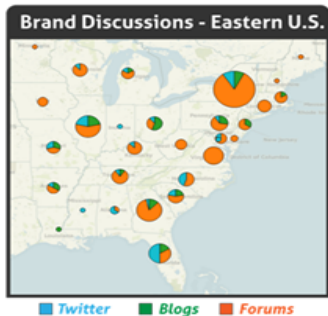
Social Research

Everyone Asks – What is Social Research

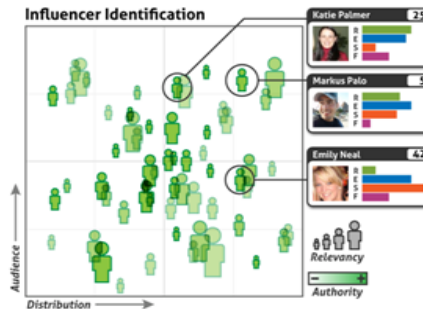
- Ultimate focus group
- Allows us to learn about the communities we manage
- Provides insight as to how to connect our brands more closely with their customer
- Uncovers what is driving brand sentiment
- Allows my team experts in wine, server containers, dog treats, farmers markets, health care, and technical certification



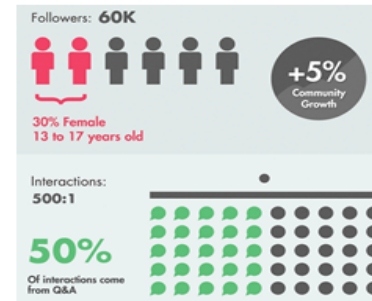
What You Can Do...



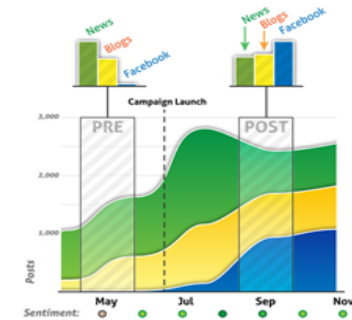
SOCIAL LANDSCAPE OVERVIEW



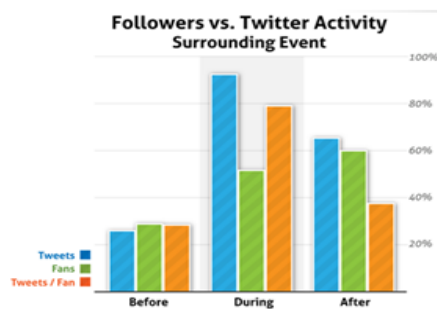
INFLUENCER IDENTIFICATION



COMMUNITY PROFILE ANALYSIS



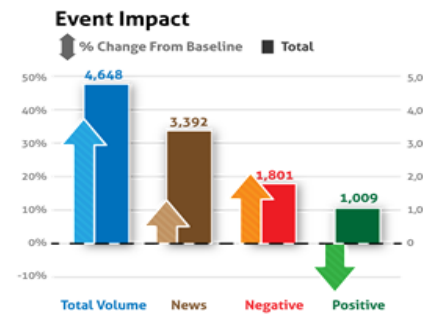
PROGRAM MONITORING



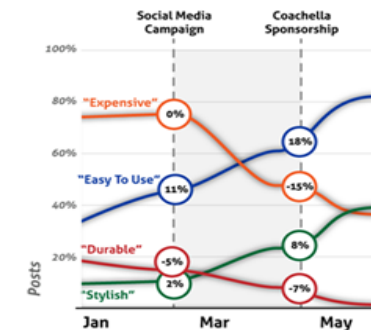
EVENT ANALYSIS



COMPETITIVE ASSESSMENT

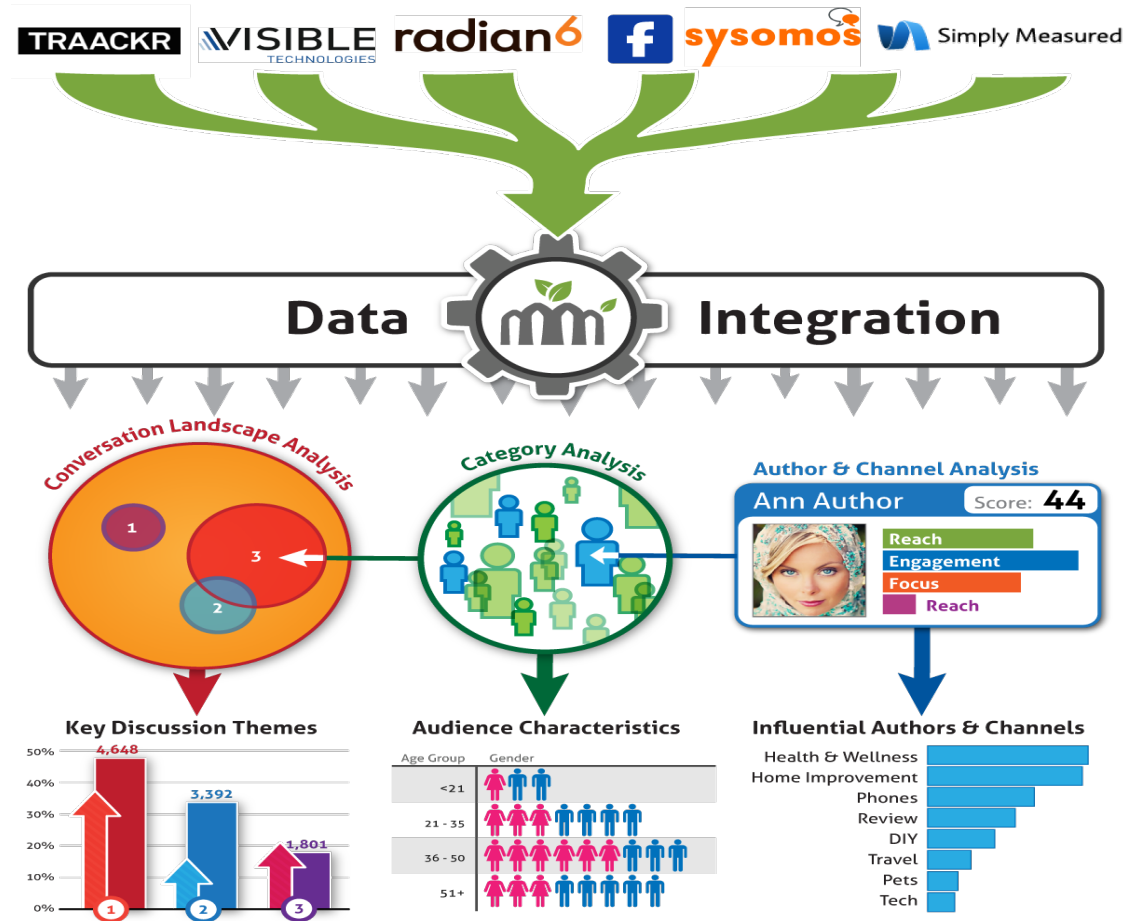


CRISIS SNAPSHOT



PERCEPTION TREND ANALYSIS

Identify & Incorporate Best of Breed Data



Understand Your Brand's Social Landscape

Measure the Size of the Conversation

Graph

The bar graph below displays the post volume for each social media channel. Posts were based on the keywords “wine, wines or vino.”

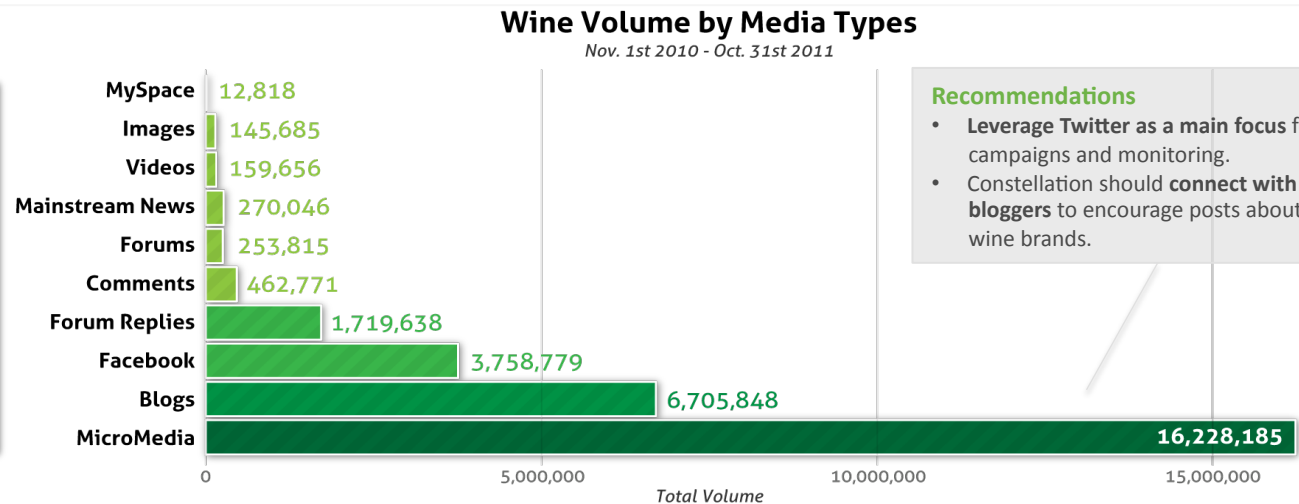
Top Media Source

The majority of posts came from micromedia sources like Twitter, as well as Blogs and Facebook. The least amount of posts come from MySpace, Images, and Videos.

Post Frequency

There is a significant amount of conversation around wine. An average of 56 posts per minute are wine-related. (Please note that post volume is only representative of posts containing the word “wine.” There are a large number of posts for specific wine brands or wine-styles which are not included and would significantly increase volume.)

Average Posts	
Year	29,717,241
Month	2,476,436
Week	571,485
Day	81,417
Hour	3,392
Minute	56



Understand the Conversation Landscape

Natural Dog Product Category Assessment

Treat conversations represented about 27% of all of the natural product posts and recalls raised concerns about ingredients sourced from China

New pet owners were looking for product recommendations, and people training their dogs were most likely to try a new brand of treats

These consumers congregated on breed or human interest specific sites

Farm Fresh & Dog Conversation Analysis

People who shop at farmers markets tend to be focused on buying local products directly from the producer

There is a large segment of pet owners who are interested in natural products with quality ingredients

Natural Dog Food Competitor Analysis

Volumes around competitor conversations were heavily influenced by coupon and sale information.

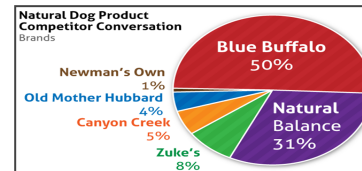
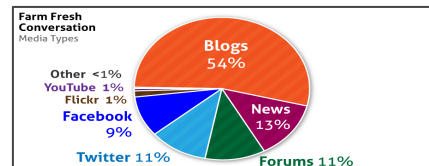
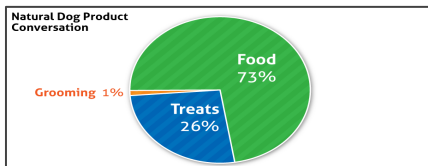
Consumer conversation showed a preference for natural products with domestically sourced ingredients

Hyperlocal brands were perceived to be "farm fresh"

Brand Environmental Assessment

Brand is currently linked to parent brand in social & search. Where the two brands intersect, sentiment can be negative

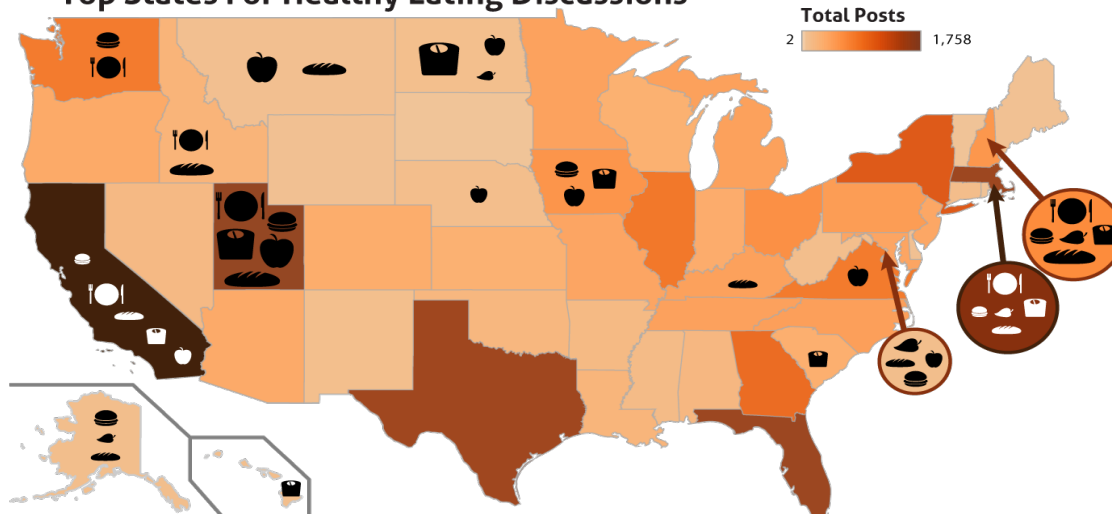
Showing consumers how Brand products are differentiated from the parent brand may mitigate some of the current negative sentiment



Brand

Identify Where the Conversation is Happening

Top States For Healthy Eating Discussions



Topics +50% Above Average Post/Million

Size Reflects Degree Above Average



States with the largest exercise post volume:

- California (1424 posts)
- Massachusetts (483 posts)
- Texas (478 posts)
- Utah (454 posts)
- Florida (453 posts)

States with the highest post volume per capita:

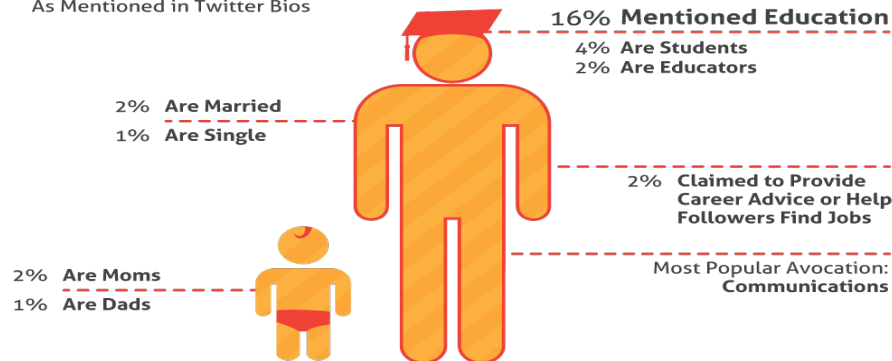
- Utah (706% above avg.)
- New Hampshire (451% above avg.)
- Massachusetts (191% above avg.)
- Iowa (157% above avg.)
- District of Columbia (93% above avg.)

Understand Your Audience

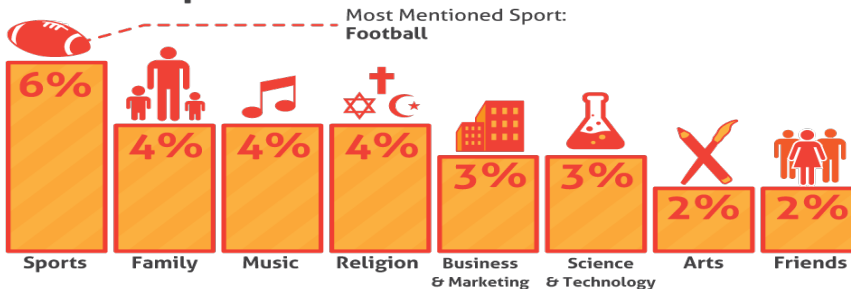
Understand Your Audience within a Community

Demographic Identifiers

As Mentioned in Twitter Bios



Other Top Interests



To create the infographic at left, 6,504 Twitter bios from handles appearing in the collected community college data were analyzed for similarities.

Demographics

- Authors identified as **mother** or **married** more often than **father** or **single**; however, a few individuals mentioned they were single moms
- A number of authors noted they belonged to various minority groups, which indicated a **racially diverse audience**
- The level of slang usage suggested that authors discussing community colleges skewed toward a **younger, urban population**

Avocations

- The most popular professional descriptions were in the field of **communications**: writer, blogger, journalist, author, media
- **Students** were the second-most-popular avocation, and were double the number of educators

Top Interests

- **Education** represented the strongest interest
- **Family & friends** were mentioned positively and frequently by authors who appeared to be heavily focused on interpersonal relationships
- **Religion** was also a strong interest, particularly the Christian faith





Understand Your Customer

The similarities between Shiraz and Malbec (the top-two trending red varietals) is remarkable.

Age Range Both wines were discussed primarily by **persons 21-35** years in age: a younger demographic than the other red wine varietals.

Flavor and Pairing Shiraz and Malbec were associated with the terms **bold and smooth** and both had a flavor description of spice with red or black fruits. Suggested pairings for these wines included both spicy meats and chocolate. Malbec was more heavily recommended for red-meat dishes such as steak, while Shiraz had more recommendations for pizza or pasta.

Perception Drinkers of Shiraz seemed to have a higher level of verbal sophistication than those of Malbec. Both wines were deemed as cold-weather appropriate.

	Age Demographics	Flavor Profile		Pairing		Perception
Shiraz	Dominant age range 21-35 (52%). A younger profile than other red varietals.	Spicy Red and Black Fruits Woody, Caramel, Herbaceous		Spiced Meats Pasta/Pizza Desserts		<ul style="list-style-type: none"> • High sophistication around wine terms. • Cold-weather appropriate • “Shiraz” used about two times more than “Syrah.” • There was often confusion between Shiraz and Syrah. Are they different?
Malbec	Dominant age range 21-35 (53.4%). A younger profile than other red varietals.	Spicy Red and Black Fruits Woody, Caramel, Microbiological		Red Meat Spicy Meat Chocolate		<ul style="list-style-type: none"> • Mid-level sophistication around wine terms. • Cold weather appropriate • Inexpensive. • Evidence of new adoption and cult-like following.

Discover Purchase Decision Motivations



Owner & Dog

Preferences

- Owners receive **personal satisfaction** from spoiling their dogs
- Owners like to **treat their dogs like family**
- Owners often discuss giving natural treats as **dog birthday or holiday gifts**
- Owners eating **specialized diets** including organic, local, sustainable, gluten-free, and Paleo often want their dogs to eat similarly
- Owners often ceded to **observed dog preferences**, accepting or rejecting treats based on pet

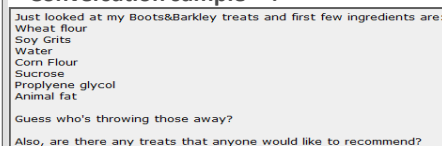
Conversation sample**:



Ingredients

- Owners actively **researched** products, paid close attention to **ingredient labels**, and demonstrated concern with both the **quality** and **type** of ingredients
- There was interest in ingredient types such as **low-grain or grain-free; low or no fillers, chemicals, and byproducts**; and a high percentage of **meat**
- Common allergens for dogs to avoid were discussed, including **wheat, corn, soy, and chicken**

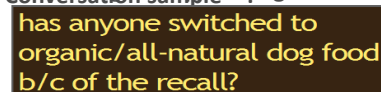
Conversation sample**:



Safety

- **Manufacturer recalls** drove apprehension about manufactured dog treats
 - Owners questioned ingredient sources, avoiding or throwing away treats **made in China**
 - Articles about **chicken jerky treat recalls** were shared over Facebook as panicked pet owners informed their pet-owning friends
 - Some owners switched to cooking **homemade food*** as a result of growing mistrust of dog food companies
- Owners discussed types of treats that could be harmful to dogs due to **choking or stomach impaction**

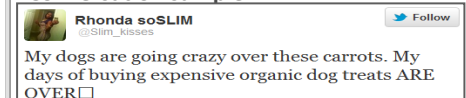
Conversation sample**:



Price

- Owners frequently stated that natural treats are **worth the extra cost** due to healthiness, digestion efficiency (less fillers), and lower veterinary bills
- One segment of dog owners preferred to cook **homemade dog treats*** due to lower cost
- Consumers sometimes switched to **buying treats online** when they were too expensive in local brick-and-mortar stores

Conversation sample**:

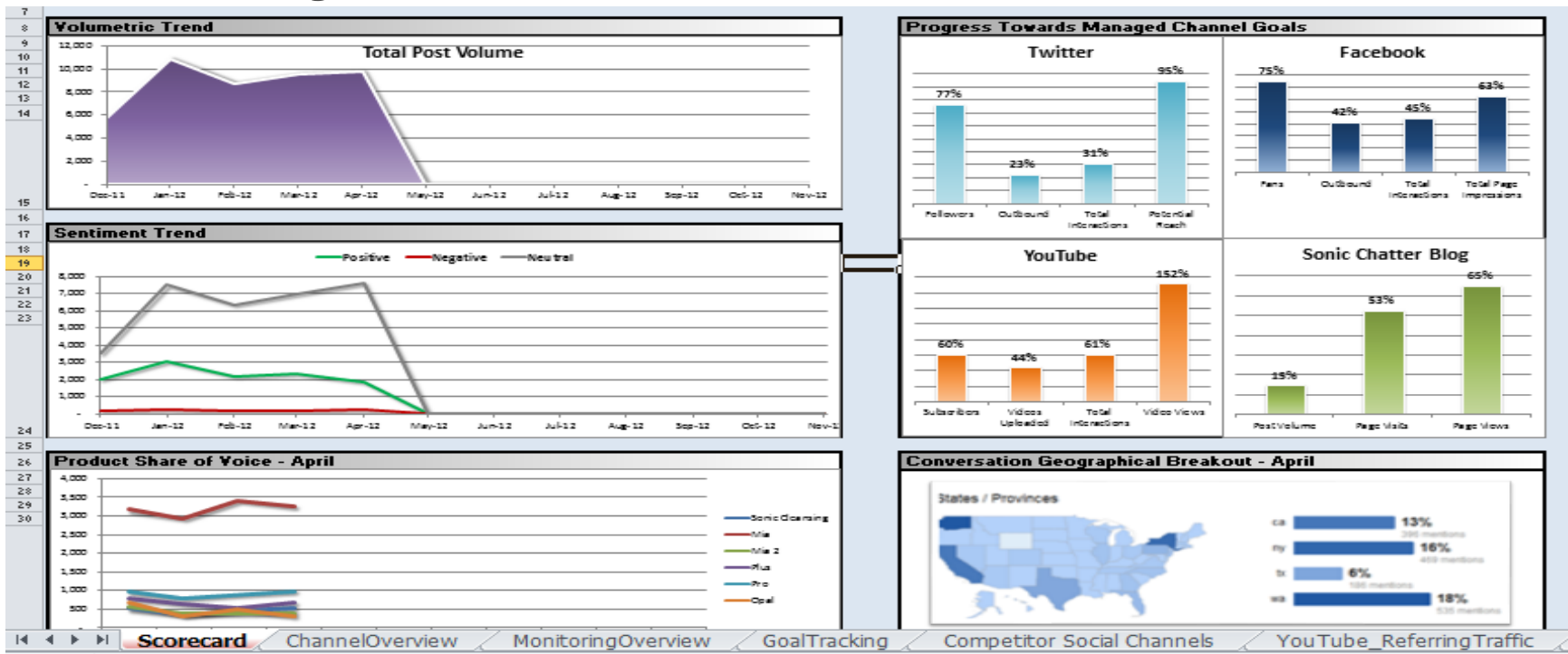


*For homemade dog treat conversation samples, see the Appendix.

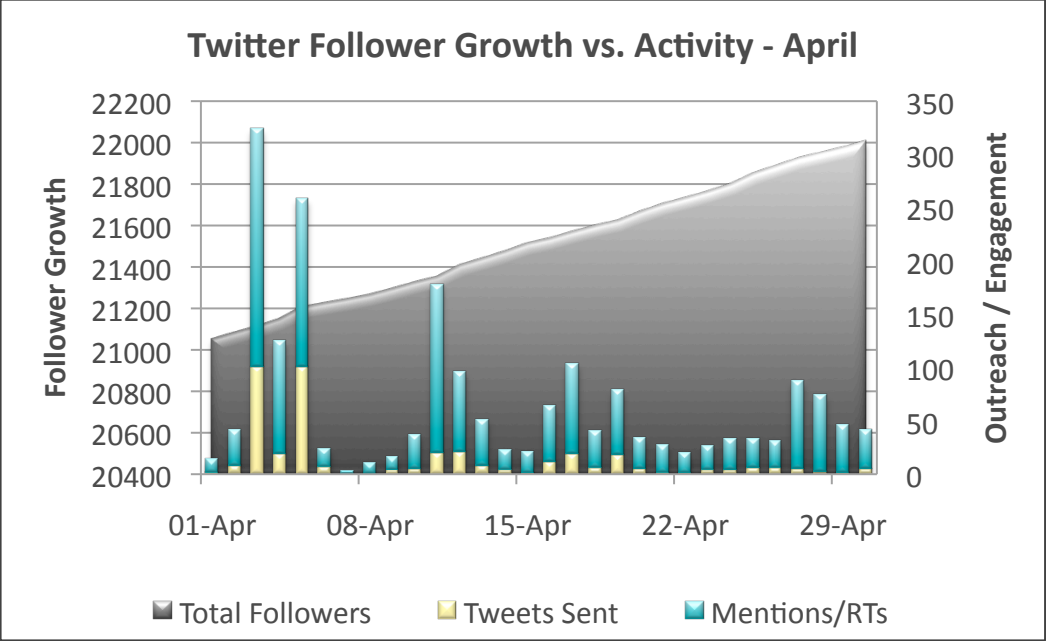
** For other purchase motivation conversation samples, see the Appendix.

Measure Campaign Performance

Monthly Dashboard

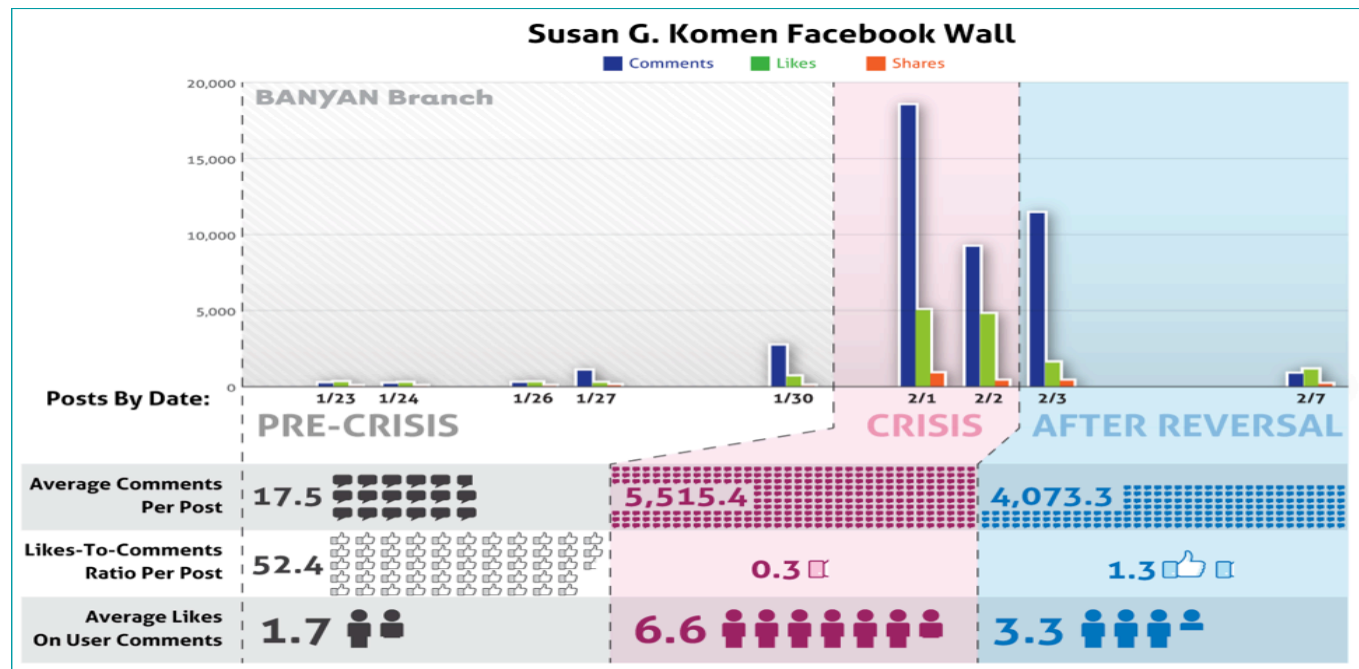


Performance Measurement



Channel Metric	April Result	Change from Previous
Followers	22,010	5%
Overall Outreach	399	28%
Total Interactions	1,559	26%
Interaction Ratio	4:1	N/A
Potential Impressions	2,431,293	104%
Channel Tone	Positive	No Change

Crisis Impact



Using this Research

Bootstrapping research?

- Start by using a search engine:

50 (mostly) free social media tools you can't live without in 2012

20 Free Social Media Monitoring Tools You Should be Using

**54 Free Social Media Monitoring Tools
[Update2012]**

- Read the articles and figure out what will work for you.

Bootstrapping research?

- Read Industry News:

Mashable

THE Wall
Social, marketing, media: blogged

 **Pew Internet**
Pew Internet & American Life Project

 **simplyzesty**
Social. Digital. Mobile

social@Ogilvy

pandodaily

TNW THE NEXT WEB

 **Daily Dot**

Measurement

Matt

S M I

Intelligence in social media

 **DAILYDOWNLOAD**
SPOTLIGHT ON THE MEDIA

FORRESTER*

Social Media

Bootstrapping research?

- Have some math in your pocket:

Percent Change Calculator

Percent change calculator uses this formula:
 $((y2 - y1) / y1) * 100 = \text{your percentage change.}$

Y1(1st Value)

Y2(2nd Value)

Determine Sample Size

Confidence Level: ☒ 95% ☐ 99%

Confidence Interval:

Population:

Sample size needed:

Find Confidence Interval

Confidence Level: ☒ 95% ☐ 99%

Sample Size:

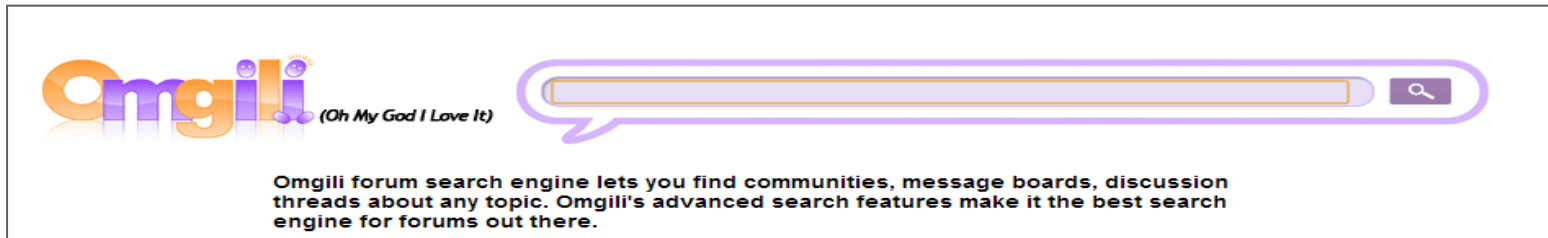
Population:

Percentage:

Confidence Interval:

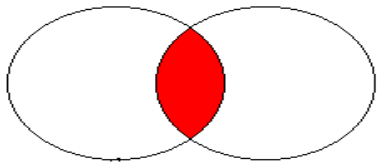
Bootstrapping research?

- Know some custom search engines:

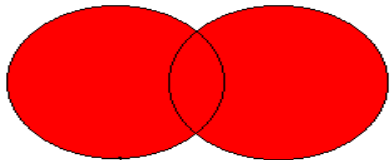


Bootstrapping research?

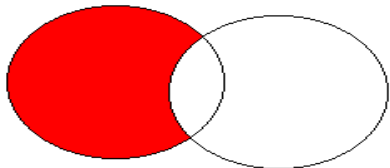
- Know how to search:



AND



OR



NOT

GoogleGuide making searching even easier

Search Service	Search Operators
Web Search	allinanchor: , allintext: , allintitle: , allinurl: , cache: , define: , filetype: , id: , inanchor: , info: , intext: , intitle: , inurl: , link: , related: , site:
Image Search	allintitle: , allinurl: , filetype: , inurl: , intitle: , site:
Groups	allintext: , allintitle: , author: , group: , insubject: , intext: , intitle:
Directory	allintext: , allintitle: , allinurl: , ext: , filetype: , intext: , intitle: , inurl:
News	allintext: , allintitle: , allinurl: , intext: , intitle: , inurl: , location: , source:
Product Search	allintext: , allintitle:

Questions?

